In the Claims

1. (Previously Presented) A process for transmission of a digital televised broadcast comprising interactive sequences which can be activated at least in part by a television viewer comprising:

transmitting elemental components materialized in the form of codes calling up native functions, comprising components of "INITIALIZATIONS" defining positioning in a data structure of other components, components of "DRAWS" corresponding to graphic representations materialized in the structure in the form of codes calling up native functions of a host language of a digital terminal, components of "PALETTES" corresponding to color palettes and components of "SCREENS" corresponding to screen descriptions; and

constructing an animated image by superposition of an animated image background corresponding to a principal broadcast and an image grouping together at least a part of elemental components by an execution program loaded in the digital terminal.

2. (Previously Presented) The process according to Claim 1, wherein "SCREENS" comprises a listing of "DRAWS" that compose the screen, and a series of stimuli and actions.

3. (Currently Amended) The process according to Claim 1, wherein the elemental components belong to predefined classes of graphic elements enabling ~~defmition~~ definition of an image and said elemental components are stored in memory according to their membership class.

4. (Original) The process according to Claim 1, wherein the graphic representations are selected from the group consisting of text, geometric shapes, lines, points, color changes, fonts and line thickness.

5. (Original) The process according to Claim 3, wherein the elemental components are stored in memory sequentially in their class in order of their use in construction of the animated images.

6. (Original) The process according to Claim 3, wherein display of the elemental components is implemented according to membership classes and according to preselected criteria for each class.

7. (Original) The process according to Claim 5, wherein display of the elemental components is implemented according to membership classes and according to preselected criteria for each class.

8. (Original) The process according to Claim 3, wherein the elemental components are displayed by a specific interface in a digital decoder.

9. (Withdrawn) A device for implementation of interactive advertisement sequences comprising:

means for displaying original animated images;

means for displaying a created advertisement sequence; and

an advertisement screen creation interface in which elemental advertisement components are graphically materialized to enable installation of graphic elements to be displayed.

10. (Withdrawn) A digital decoder for composite video signals comprising:

means for separating a video signal from elemental advertisement components; means for storing in memory said elemental components; and

means for calculating an image resulting from the combination of said elemental components.

11. (Previously Presented) The process according to Claim 2, wherein at least one or more different stimuli selected from the group consisting of:

pressure on any key of a remote control or front panel,

events linked to a clock,

events linked to the end of a connection of the modem,

beginning of a data capture and end of a data capture; and

top of synchronization

are assigned to the "SCREENS."

12. (Previously Presented) The process according to Claim 11, wherein the stimuli can trigger at least one action selected from the group consisting of:

visualization of any autonomous interactive application;

visualization of any channel;

connection of the modem;

changing of the screen; and

quitting the application.

13. (Previously Presented) A process for transmission of a digital televised broadcast comprising interactive sequences which can be activated at least in part by a television viewer with a

device comprising means for displaying original animated images, means for displaying a created advertisement sequence, and an advertisement screen creation interface in which elemental advertisement components are graphically materialized to enable installation of graphic elements to be displayed, comprising:

transmitting elemental components materialized in the form of codes calling up native functions, comprising components of "INITIALIZATIONS" defining positioning in a data structure of other components, components of "DRAWS" corresponding to graphic representations materialized in the structure in the form of codes calling up native functions of a host language of a digital terminal, components of "PALETTES" corresponding to color palettes and components of "SCREENS" corresponding to screen descriptions; and

constructing an animated image by superposition of an animated image background corresponding to a principal broadcast and an image grouping together at least a part of elemental components by an execution program loaded in the digital terminal.

14. (New) The process according to Claim 1, wherein the "SCREENS" are interactive screens having stimuli and actions assigned thereto;

the transmitting step comprises transmitting a plurality of the interactive screen; and

the process further comprises the step of navigating among the plurality of interactive screens.

15. (New) The process according to Claim 2, wherein at least one of the stimuli is a top of synchronization.

16. (New) A process for displaying an interactive digital broadcast comprising:

a) transmitting a data structure comprising elemental components to a digital decoder, the elemental components comprising,

"DRAWS" corresponding to graphic representations in the form of codes calling up native functions of the host language of a digital terminal,

"PALETTES" corresponding to color palettes,

"SCREENS", at least one of the "SCREENS" comprising a listing of "DRAWS" that compose a screen to be displayed and having a plurality of stimuli and actions assigned thereto, and

"INITIALIZATIONS" defining positions of the "DRAWS", "PALETTES"

and "SCREENS" in the data structure;

b) receiving the elemental components at the digital decoder;

c) referencing the positions of the "SCREENS", "PALETTES", and "DRAWS" identified in the "INITIALIZATIONS";

d) displaying a first screen by reading and displaying the "DRAWS" comprising the first "SCREEN", and referencing the stimuli associated with the first "SCREEN";

e) when one of the stimuli associated with the first "SCREEN" is detected, executing an action associated with the stimulus, wherein the possible actions to be executed include navigating to a second or subsequent screen; and

f) navigating through a plurality of screens using steps a-e.